



{ BRANDING  
TOOL KIT }



Rejuvenating  
Open-Air Lifestyle

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A woman in traditional Native American dress, featuring a red and black patterned tunic and a large, flowing feathered headdress, is captured in a dynamic pose as if dancing. She stands on a rocky, arid landscape under a bright blue sky with scattered clouds. The text "Vibrant Variety" is overlaid in a white, serif font, enclosed within a large, white, stylized curly bracket.

{ Vibrant Variety }

## A Letter from the Director

In today's intensely competitive marketplace, brands and the emotional connections that they are able to forge with their target audiences are key elements of competitive advantage. Yet traditional branding methods are being rendered ineffective as increasingly skeptical and message-bombarded consumers become overwhelmed by the noisy clutter of brand claims and hype.

A clearly articulated brand position is key to driving high impact and consistent brand messaging that cuts through the hype, differentiates your brand from the sea of competitors and resonates with your target consumers. Why? Because it is what a brand stands for in the mind of the target customer that dictates whether a product or service wins or loses in today's marketplace.

On behalf of the Arizona Office of Tourism (AOT) I want to thank you for your interest in helping brand Arizona. The purpose of this toolkit is to create a recognizable and distinguishable brand that embodies the core brand promise for Arizona: Inspiring Unforgettable Southwest Moments. This toolkit provides insight to the brand promise and strategies for communities to define their own place within the Arizona brand. The images, messaging, colors and style elements contained in this toolkit are representative of the overall brand positioning that AOT has defined. The brand promise is solidly conveyed through four key brand dimensions ensuring consistency in the marketplace and an overall effectiveness of the Arizona brand.

Thank you,

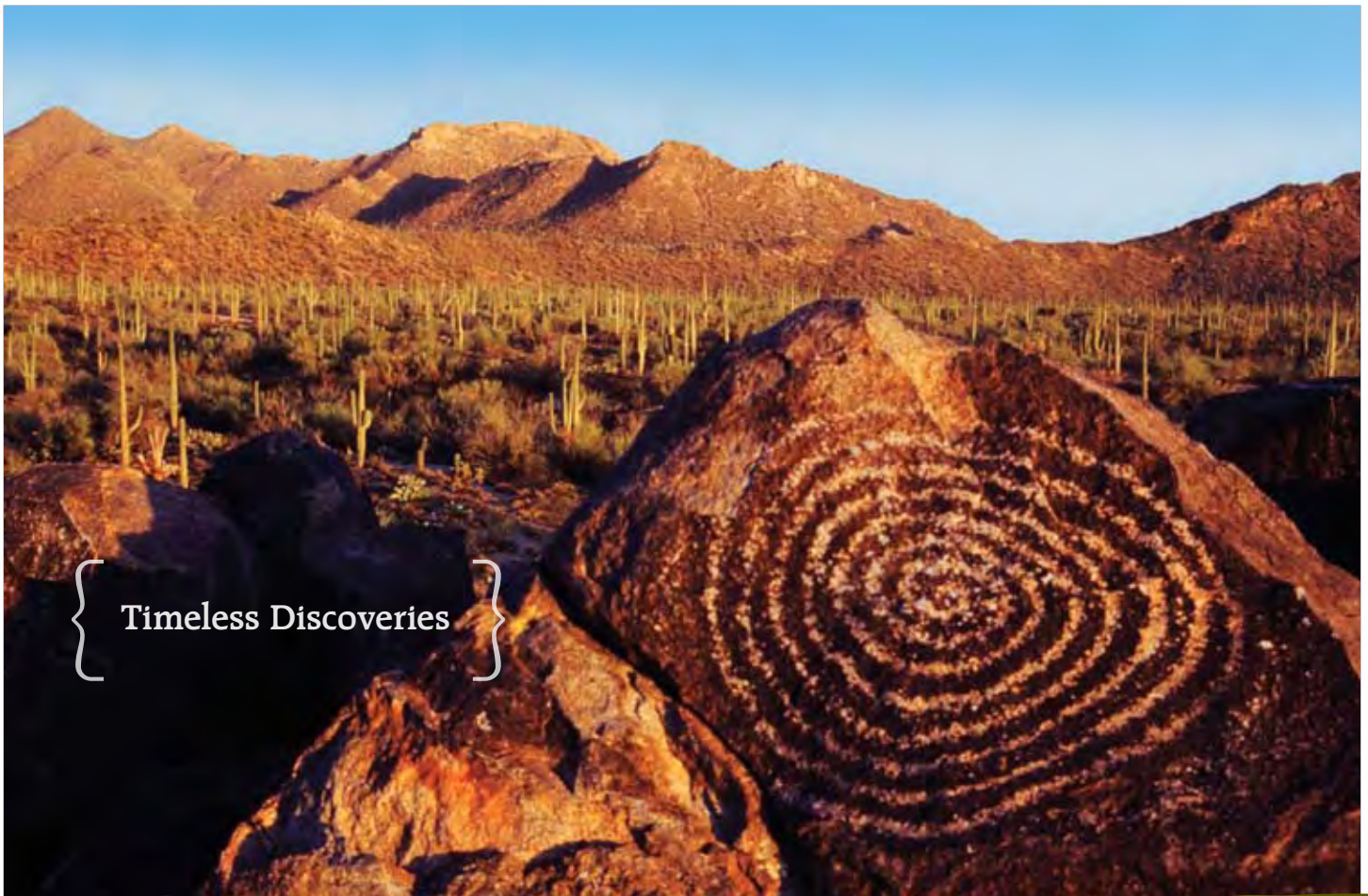
*Margie A. Emmermann*

Margie A. Emmermann

A full-page photograph of a person standing on a large, flat rock in a mountainous landscape. The person is wearing a blue shirt and light-colored shorts, with their arms raised in a celebratory gesture. The background shows a vast valley with rolling hills and mountains under a clear blue sky. A single white contrail from an aircraft is visible in the upper left portion of the sky. The text "Unexpectedly Exhilarating Signature Scenery" is centered in the upper half of the image, enclosed in large white curly braces.

Unexpectedly Exhilarating  
Signature Scenery





## BRAND ARCHITECTURE

### Brand Architecture

The brand architecture for the Arizona Office of Tourism was developed through a series of focus groups, interviews, and brand dimension workshops with key stakeholders statewide along with copious research projects including 2004 National Leisure Travel Monitor, Arizona Subset (YPB&R), Arizona Benchmark Image & Accountability Study (Longwoods International), Arizona Image & Positioning Study (Strategic Marketing & Research), and RUF Customer target profile analysis.

A key element for the overall brand architecture was the development of a Perceptual Strategy. This strategy is not only determined by what perceptions the Arizona brand can own in the minds of the target consumers but also ensures these perceptions will differentiate the brand from the competition. This laid the groundwork for the development of the brand promise and brand dimensions which AOT can own in the marketplace.

It is important as the steward of your brand to utilize the following information as a guide for strategy, messaging and imagery within the overall brand architecture of the Arizona Office of Tourism.



{ Inspiring Unforgettable  
Southwest Moments }

BRAND PROMISE

## BRAND PROMISE:

### Inspiring Unforgettable Southwest Moments

A promise to the consumer is the heart and soul of our brand. This is a precise articulation of what makes Arizona unique. With the Brand Promise, we can clarify the meaning of the brand and commitment to the consumer that Arizona relies on for tourism and the economic stability of our state. The brand promise provides the foundation on which we build the emotional connection with the target audience.

From the desert floor to the mountaintop, border to border, the state of Arizona offers travel experiences like no other destination in the United States. The Arizona Office of Tourism (AOT) and communities throughout the state are dedicated to providing *Inspiring Unforgettable Southwest Moments* for each and every visitor who comes to Arizona.

The Grand Canyon State is the ultimate personification of one of the most vibrant, thrillingly diverse and awe inspiring regions on the globe. This is the real Southwest: steeped in heritage, maverick in spirit, bigger than life, full of flavor and brimming with adventure, relaxation and fun. Arizona is a state appealing to travelers with a zest for life.

We are passionate about our state, and inspired by the breathtaking assortment of places, people and experiences that call Arizona home. We strive to inspire a similar passion in our visitors by shaping experiences that are genuinely engaging, infused with an authentic sense of place and rich with personal discovery.

We want our visitors to feel welcomed when they arrive and appreciated throughout their stay. We want to market experiences to recharge their batteries, fire their imaginations and surpass their expectations. We want them to be fulfilled by the precious time they chose to spend with us—and rewarded with joyful, one-of-a-kind memories that are engraved on their hearts forever.

As the brand promise is articulated to each corner of the state, there are four key brand dimensions defined to embody what differentiates Arizona from other destinations. These four brand dimensions give a concise road map for ways we can consistently engage the target audience in messaging, imagery, and tone. These dimensions allow us to shape the perception of Arizona in the minds of our consumers.

## STRATEGIC BRAND DIMENSIONS:

Unexpectedly Exhilarating Signature Scenery

Rejuvenating Open-Air Lifestyle

Timeless Discoveries

Vibrant Variety



A photograph of a person riding a dark horse in a desert landscape at sunset. The sky is filled with dramatic, orange and yellow clouds. The rider is wearing a hat and a vest. The horse is standing still, facing left. The background shows desert vegetation and distant mountains.

## { Unexpectedly Exhilarating Signature Scenery }

photo by: thatgirlproductions.com

## STRATEGIC BRAND DIMENSIONS

### Unexpectedly Exhilarating Signature Scenery

Other states may have beautiful scenery and lovely vistas, but visitors to Arizona enjoy *Unexpectedly Exhilarating Signature Scenery*.

The Grand Canyon State is home to one of the Seven Wonders of the World, and so much more. Arizona's magnificent natural diversity inspires genuine, jaw-dropping awe. Otherworldly sculptures are carved by Mother Nature herself from an infinite desert landscape. Cragged spires rise suddenly-breathtakingly-around a bend in the road. Majestic pine forests part to reveal vivid sandstone hills. Vast fields of wild flowers dance in the wind's gentle breath. Brilliant sunsets glow with an artist's palette of inspiring color. Mother Nature has told no other story more thrillingly dramatic as Arizona's.

These are not merely beautiful landscapes, but exceptional ones. Arizona's own unique brand of panoramic majesty claims four-season beauty and astonishing biodiversity, from undulating sand dunes and gesturing saguaros to cool, cobalt lakes and soaring, snow-dressed peaks. It's a heady playground for awesome outdoor adventure.

No other state can claim such natural bounty, with inspiring contrasts and larger-than-life natural discoveries around nearly every corner. Visitors enjoy complete freedom to explore this exciting, unspoiled territory.

The opposite of *Unexpectedly Exhilarating Signature Scenery* is the merely *scenic* beauty, or the expected scenery of other destination states.



## STRATEGIC BRAND DIMENSIONS:

### Unexpectedly Exhilarating Signature Scenery / Opposite: Scenic

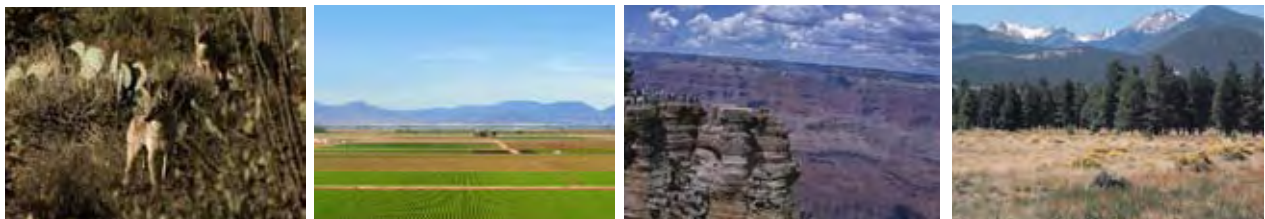
Images that express Unexpectedly Exhilarating Signature Scenery



### Unexpectedly Exhilarating Signature Scenery Key Elements

- ~ Foreground framing background
- ~ Contrast of hard, soft shapes, shadows and highlights
- ~ Sense of movement, mystery or drama
- ~ Dramatic scale, experiential, and awe inspiring
- ~ Sense of surprise
- ~ Natural saturation of color

Images that are merely scenic



### Opposite: Scenic

- ~ No focal point
- ~ No contrast or natural saturation of color
- ~ Boring subject matter
- ~ No movement



## STRATEGIC BRAND DIMENSIONS

### Rejuvenating Open-Air Lifestyle

*Rejuvenating Open-Air Lifestyle* characterizes Arizona's very own way of life: A seamless blend of relaxed sophistication and recharge-your-batteries positive energy.

Exploring Arizona is a stimulating, energizing experience, not a wearing, hassled or harried one. Arizonans are inviting, friendly and casual, not stiff, formal or exclusive. We offer all of our visitors a warm welcome and uplifting place to relax, refresh and reinvigorate.

*Rejuvenating Open-Air Lifestyle* is a genuine expression of life throughout the state. Arizona is characterized by an easygoing grace and carefree, confident, untucked stylishness, Tommy Bahama style. This dimension is characterized with our own brand of casually sophisticated, resort-like urbanism—and personifies our informally elegant upscale dining, pampering spa lifestyle and unpretentious, unhassled, wide-open entertainment options.

We are gifted with perennially sunny skies and a climate that allows our visitors to experience a full calendar of open-air enjoyment, from world-class golf in January to alfresco holiday shopping in December. Winter explorers can wake up in a snow-blanketed wonderland, and be basking pool side by lunchtime if they so choose. When the desert cities warm up in the summer, the northern regions offer a blissfully mild retreat, making Arizona an ideal year-round destination.

The opposite of *Rejuvenating Open-Air Lifestyle* is the *Frenetic and Congested* experiences that characterize travel destinations in other states, rather than the positive energy that exemplifies Arizona's urban and rural experiences alike.



## STRATEGIC BRAND DIMENSIONS: Rejuvenating Open-Air LifeStyle / Opposite: Frenetic and Congested

Images that express Unexpectedly Rejuvenating Open-Air Lifestyle



### Rejuvenating Open-Air LifeStyle Key Elements

- ~ Natural, unposed, open and airy
- ~ Grounded by human component
- ~ Dominance of light fields over dark
- ~ Dramatic scale and awe inspiring
  - ~ Sense of movement
- ~ Natural saturation of color

Images that are Frenetic and Congested



### Opposite: Frenetic and Congested

- ~ Crowded and restricted
- ~ Unnatural and artificial
- ~ No clear structure
- ~ Impersonal



## Timeless Discoveries

### STRATEGIC BRAND DIMENSIONS

#### Timeless Discoveries

Arizona offers visitors not manufactured experiences, excessive development nor artificial attractions but a wealth of genuine *Timeless Discoveries*.

Competitive destinations may be over-explored, over-theme parked and overtaken by congestion, but not Arizona. Our visitors enjoy a wealth of authentic, unspoiled territory; vast ranchlands ruled by 21st-century cowboys; beautifully preserved pioneer towns; Native American reservations where the old ways live on; clear highways that vanish into a wind-etched horizon; natural preserves dotted with centuries-old cacti and desert creatures unchanged by the march of evolution. This is a rare destination, where curious travelers can step back into a time-captured past; even Arizona's clear, constellation-filled night skies offer a magnificent window on the eternal.

Our rich, storied landscape is a treasure trove for intrepid travelers. Engaging, off-the-beaten-path exploration and the excitement of discovery await around every corner, from inspiring canyons to historic mining towns, from mystifying ancient ruins to vintage Route 66 kitsch.

The Grand Canyon State boasts a wonderful collection of small towns preserving their distinctive heritage while carving their own unique, often artistic, niche in Arizona's present. Timeless communities like Flagstaff, Prescott, Bisbee and Tubac (just to name a few) thrive throughout Arizona, welcoming visitors with their warm small-town spirit, friendly charm and individualistic attitude.

The opposite of *Timeless Discoveries* are the *Well-Trodden Experiences* that many other destination states offer their visitors. (i.e. theme parks)



## STRATEGIC BRAND DIMENSIONS:

### Timeless Discoveries / Opposite: Well-Trodden Experiences

Images that express Timeless Discoveries



#### Timeless Discoveries Key Elements

- ~ One strong dominant shape
- ~ True heritage elements
- ~ Rough, and aged: richly textured natural materials
  - ~ Revealing highlights
  - ~ Authentic, not staged
  - ~ Unexpected and unique

Images that are merely Well-Trodden Experiences



#### Opposite: Well-Trodden Experiences

- ~ Manufactured or new
- ~ Smooth and clean: flat materials
- ~ Common or expected moment
- ~ Artificial, distant and dull



Vibrant Variety

## STRATEGIC BRAND DIMENSIONS

### Vibrant Variety

Arizona is a state of dramatic range, sweeping variety and inspiring abundance. We are proud to offer our visitors a *Vibrant Variety* of easily accessible experiences that showcase our thrilling natural and cultural diversity.

We are a tight-knit community of one-of-a-kind destinations. From the energetic arts, shopping and nightlife scenes of the cities to the breathtaking forest of northern Arizona, we offer a rich gamut of stimulating experiences. And here, exploration is rewarded with joyful discovery.

*Vibrant Variety* is about the dazzling range of choices that we provide our visitors, and the freedom they have to personalize their Arizona experience at any time of the year. Start your day on a Scottsdale golf course or birding in Sierra Vista, and hit the slopes in Flagstaff before dinner. Explore the rugged morning desert by jeep and visit ancient cliff dwellings or the art galleries of Jerome in the afternoon. Cap your day off with a pool side massage and an elegant dinner under the stars, serenaded by a mariachi band. Fly over the Colorado River in a power boat, or just kick back and catch a Cactus League sping training game.

Arizona is also infused with stunning color throughout the state, from our uniquely rich red rocks and verdant forests to our brush stroke sunsets. Our cities are vivid in spirit and vibrant with energy, while our uniquely inspiring cuisine is an exciting fusion of zesty flavors and cultural adventure.

The opposite of *Vibrant Variety* is the *Expected and Homogeneous* offerings of competitive destination states, which tend to be characterized by a general lack of diversity in culture and experience.



## STRATEGIC BRAND DIMENSIONS:

### Vibrant Variety / Opposite: Expected and Homogeneous

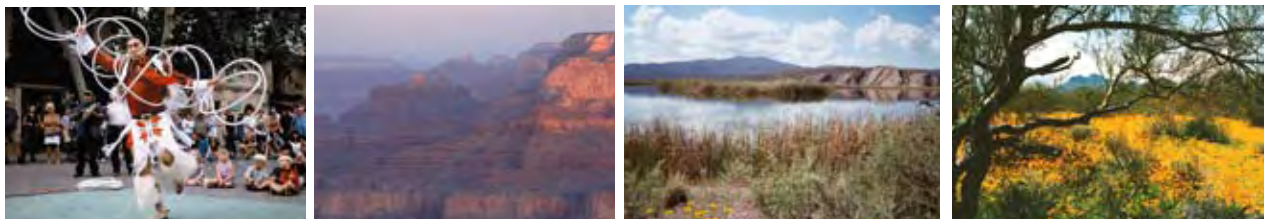
Images the express Vibrant Variety



#### Vibrant Variety Key Elements

- ~ Saturated, bold and high contrasting colors
- ~ High energy
- ~ Expression of creativity
- ~ Deliberately framed, straightforward and full of movement
- ~ Warm fresh colors
- ~ Layering, juxtaposition of different elements

Images that are merely Expected and Homogeneous



#### Opposite: Expected and Homogeneous

- ~ Muted and subtle
- ~ Passive, staged, cold and impersonal
- ~ Stale and washed out colors
- ~ Generic, lack of contrast and visual hierarchy